

LEO BURNETT U.S.A.

A SERVICE OF LEO BURNETT INTERNATIONAL

Ad No. TT-241 - Digital Words - Tobacco Distribution - Rev. No. 0407 - Page - (7 x 10 3/4) - B&W - Trade Publications, 17% (A)

Printed in U.S.A.

In the first 6 months of this year, Philip Morris unit sales grew by 6 billion cigarettes... more than the rest of the industry combined.

And only Philip Morris has posted increases in both unit sales and market share for every year since 1970. Proof that Philip Morris is keeping old friends and making new ones faster than anyone else in the tobacco industry.

This means extra sales and profits for distributors who keep Philip Morris brands fully in stock.

Check your Philip Morris order regularly. Be sure it keeps pace with America's fastest-growing family of brands.

Check your customers' orders, too. Anywhere along the line, out of stock is out of sales.

Source: Research Policy, courtesy of Research Institute of Philip Morris Inc.

**Don't lose out on sales—
“It's time to check
your Philip Morris stock.”**

**The Profit Makers come from
Philip Morris USA**

